Listing of the Claims

1-18. (Canceled).

19. (Previously presented) A computer-implemented method of returning customized information comprising:

generating by a computer a first view comprising a first plurality of attributes of a specific tangible object for a first venue by,

accessing at the computer a specific representation of the specific tangible object in a database comprising a computer-readable storage medium, the specific representation including a plurality of attributes of the specific tangible object,

selecting from the plurality of attributes, the first plurality of attributes to be included in the first view using a first rule associated with the first venue,

generating the first view of the specific tangible object comprising the first plurality of attributes, and

transmitting the first view to the first venue,

generating by the computer a second view comprising a second plurality of attributes of the same specific tangible object for a second venue by,

accessing at the computer the same specific representation of the same specific tangible object in the same database, the specific representation including the same plurality of attributes,

selecting from the plurality of attributes, the second plurality of attributes to be included in the second view using a second rule associated with the second venue, wherein at least one attribute in the second plurality is not included in the first plurality,

generating the second view of the same specific tangible object comprising the second plurality of attributes, and

transmitting the second view to the second venue.

20. (Previously presented) The method of claim 19, further comprising:

receiving at the computer attributes corresponding to the specific tangible object;

and

storing attributes corresponding to the specific tangible object in the database.

21. (Previously presented) The method of claim 19, wherein the specific tangible object is an automobile.

22. (Previously presented) The method of claim 19, wherein the venues are websites accessible by users at remote locations.

23. (Previously presented) The method of claim 19, further comprising:

generating a third view comprising information regarding a plurality of tangible objects in the database for a third venue by,

accessing a plurality of representations of respective, specific tangible objects in the database, each representation comprising respective attributes,

applying a third rule associated with the third venue to the representations, wherein the third rule excludes from the third view the representation of the specific tangible object and all attributes thereof.

24. (Previously presented) The method of claim 19, wherein one of the attributes includes first and second values,

wherein the first view includes the first value and excludes the second value in compliance with the first rule; and

wherein the second view includes the second value and excludes the first value in compliance with the second rule.

25. (Previously presented) A computer-implemented method of returning customized information comprising:

storing a plurality of attributes corresponding to a specific tangible object in a database comprising a computer-readable storage medium, a first one of the attributes having first and second values;

generating by a computer a first view comprising a first plurality of attributes of the

specific tangible object for a first venue by,

> accessing at the computer a specific representation of the specific tangible object in the database, the specific representation comprising a plurality of attributes,

> applying a first rule associated with the first venue to the plurality of attributes to select a first plurality of attributes therefrom, wherein the first plurality of attributes includes the first value of the first attribute and excludes the second value of the first attribute in compliance with the first rule,

> generating the first view comprising the first set of attributes, and

> returning the first view to the first venue,

generating by a computer a second view comprising a second plurality of attributes of the same specific tangible object for a second venue by,

> accessing at the computer the same specific representation of the same specific tangible object in the same database, the specific representation comprising the same plurality of attributes,

> applying a second rule associated with the second venue to the plurality of attributes to select a second plurality of attributes therefrom, wherein the second plurality of attributes includes the second value of the first attribute, different from the first value, and excludes the first value of the first attribute, and wherein the first plurality of attributes comprises an attribute not included in the second plurality, and the second plurality comprises an attribute not included in the first plurality;

> generating the second view comprising the second set of attributes, and

> returning the second view to the second venue.

26. (Previously presented) The method of claim 25, further comprising:

receiving at the computer the plurality of attributes corresponding to the specific tangible object.

27. (Previously presented) The method of claim 25, wherein the specific tangible object is an automobile.

28. (Previously presented) The method of claim 25, wherein the venues are websites accessible by users at remote locations.

29. (Previously presented) The method of claim 25, further comprising:

generating a third view comprising information regarding a plurality of tangible objects in the database for a third venue by,

accessing a plurality of representations of respective, specific tangible objects in the database, each representation comprising respective attributes,

applying a third rule associated with the third venue to the representations, wherein the third rule excludes from the third view the representation of the specific tangible object and all attributes thereof.

30. (Previously presented) The method of claim 25, wherein the first view includes a second one of the plurality of attributes corresponding to the specific tangible object in compliance with the first rule; and

wherein the second view includes a third one of the plurality of attributes of the specific tangible object and excludes the second attribute in compliance with the second rule.

31. (Previously presented) The method of claim 25, wherein the first attribute is a price of the specific tangible object and the first and second values are different monetary values.

32. (Currently amended) A computer-implemented method of returning customized information from a database in response to requests about specific tangible objects, wherein the database comprises a computer-readable storage medium upon which representations of the specific tangible objects are stored, each representation comprising respective attributes of the specific tangible objects including an identifier, the method comprising:

generating by a computer a first view of the specific tangible objects, wherein generating the first view comprises,

selecting by the computer a first set of specific tangible objects from the objects in inventory for inclusion in the first view by applying a first rule associated with the first venue to the representations of the specific tangible objects stored in the database, wherein the first set of objects includes only those objects having identifier attributes that are in compliance with the first rule, and

selecting by the computer one or more attributes of the representations of the first set of objects for inclusion in the first view by applying a second rule associated with the first venue to the representations of the first set of specific tangible objects, wherein only those attributes conforming to the second rule are included in the first view,

returning the first view to the first venue; and

generating by the computer a second view of the specific tangible objects, wherein generating the second view comprises,

selecting by the computer a second set of specific tangible objects from the objects in inventory for inclusion in the second view by applying a third rule associated with the second venue to the same representations of the same specific tangible objects stored in the same database, wherein the second set of objects includes only those objects having identifier attributes that are in compliance with the third rule, and

selecting by the computer one or more attributes of the representations of the second set of objects for inclusion in the second view by applying a fourth rule associated with the second venue to the second set of representations of the specific tangible objects, wherein only those attributes conforming to the fourth rule are included in the second view, and wherein the second view differs from the first view in that at least one attribute of the representations of the specific tangible objects included in the second view is not included in the first view, and

returning the second view to the second venue.

33. (Previously presented) The method of claim 32, further comprising:
receiving attributes corresponding to the specific tangible objects; and
storing attributes corresponding to the specific tangible objects in the database.

34. (Previously presented) The method of claim 32, wherein the specific tangible objects are automobiles.

35. (Previously presented) The method of claim 32, wherein the venues are websites accessible by users at remote locations.

36. (Canceled).

37. (Previously presented) The method of claim 32, wherein generating the first view further comprises:

applying a fifth rule associated with the first venue, wherein the fifth rule causes the first view to include in the first view only values of attributes of the representations of the specific tangible objects in the first set of objects that are in compliance with the fifth rule; and

applying a sixth rule associated with the second venue, wherein the sixth rule causes the second view to include in the second view only values of attributes of the representation of the specific tangible objects in the second set of objects that are in compliance with the sixth rule, such that the second view includes attribute values different from the first view.